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Educational Campaign on Environmental Preservation

USAID and the Municipal Government of La Paz Organize Student Art Contest

“Earth Day is Everyday” is the subject of a Mural Painting Contest sponsored by the U.S. Agency for International Development (USAID), and the Municipal Government of La Paz for seniors in private and public schools. Through the contest, the sponsors want to promote awareness, among the students, their families, and schools, about the importance of preserving and protecting the environment. The contest asks students to use their imagination and artistic skills to offer positive and constructive perspectives on environmental conservation.

The contest is also designed to prompt the participation of art and science high school teachers, school principals, and parents. Teams of up to four students per senior class classroom are permitted. The groups have to submit a mural design painted on cardboard or fabric, using any media. The works will be assessed by a jury that includes outstanding local artists Alex Zapata, Fabricio Lara, and Ericka Ewel, as well as representatives from the La Paz Municipality’s Cultural Office and USAID.

Twelve works will be pre-selected as finalists and they will be transferred onto walls located in public spaces, to be designated by the Municipal Government. The students will paint the murals on September 21, Bolivia’s Students’ Day, and the first day of spring. The public will then vote for their favorite murals at USAID’s website: <http://bolivia.usaid.gov>. Three winners will be chosen by public voting and will receive cash awards and sports supplies for their schools.